

## COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR AUGUST, 1985

## EVENING 7:00–11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25– 30 Min.	All 55– 60 Min.	7:00– 9:00 PM	9:00– 11:00 PM(2)	All 7:00–11:00 PM Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	11.4	13.7	12.4	10.8		10.5	12.6	12.2	11.5	11.8	11.7	9.7	11.4
NO. OF PROGRAMS†	8	13	24	5	IFR	8	25	34	27	41	68	16	84

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM		WEEKDAY DAYTIME 7:00AM–4:30PM					WEEKEND DAYTIME			
	Informational(1)				Quiz & Aud. Partic.(1)	Adult 7:00– 10:00AM	10:00AM– 1:00PM	1:00– 4:30PM	10:00AM– 4:30PM	Child- dren's(1)	Sports		
	Once-a-Week	Multi-weekly	11:30PM– 1:00AM(4)	Daytime Drama							Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	7.0	9.5	4.6	6.3	5.4	3.6	4.7	6.6	5.8	4.1	5.8	4.9	5.3
NO. OF PROGRAMS†	6	3	9	13	9	6	14	11	25	29	4	8	12

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 11, 1985

## NIELSEN AVERAGE AUDIENCE

AUDIENCES				AUDIENCES			
RANK	PROGRAM	% U.S.	NO. (000)	RANK	PROGRAM	% U.S.	NO. (000)
1	BILL COSBY SHOW	19.7	16,730	10	NEWHART	15.7	13,330
2	MIAMI VICE#	18.3	15,540	11	CHEERS SPECIAL(S)	15.6	13,240
3	MOONLIGHTING#	18.3	15,540	12	HIGHWAY TO HEAVEN	15.3	12,990
4	FAMILY TIES	18.0	15,280	12	KATE & ALLIE	15.3	12,990
5	FACTS OF LIFE	16.6	14,090	12	MURDER, SHE WROTE	15.3	12,990
6	20/20	16.3	13,840	15	CAGNEY & LACEY	15.1	12,820
7	60 MINUTES	16.2	13,750	16	REMINGTON STEELE#	14.9	12,650
8	ANYTHING FOR LOVE(S)	15.8	13,410	17	CRAZY LIKE A FOX	14.7	12,480
8	CHEERS	15.8	13,410				

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

[illegible]

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON			NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES													
PROGRAM NAME										T/C THIS SEASON			NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)			
EVENING CONT'D																														
DOUBLE TROUBLE										7			192		97		A				14.3		25		1214					
1 WED.										9.30P			30		NBC CS		B				14.5		25		1231					
DUKES OF HAZZARD										7			195		93		A				6.1		13		518					
2 FRI.										8.00P			60		CBS CS		B				7.9		17		671					
DYNASTY										37			209		208		99		99		A				7.0		12		594	
WED.										9.00P			60		ABC GD		B				21.2		33		1800					
FACTS OF LIFE										38			198		201		99		99		A				16.6		29		1409	
WED.										9.00P			30		NBC CS		B				16.0		25		1358					
FAMILY TIES										42			210		206		99		97		A				18.0		34		1528	
THU.										8.30P			30		NBC CS		B				20.9		33		1774					
FINDER OF LOST LOVES										33			205		206		99		99		A				10.6		21		900	
SAT.										10.00P			60		ABC GD		B				13.0		24		1104					
FOUL UPS, BLEEPs-BLUNDERS										11			198		98		A				10.8		20		917					
1 TUE.										8.30P			30		ABC U		B				10.6		18		900					
FOUL UPS, BLEEPs&BLUNDERS(S)													201		98		A				8.3		15		705					
2 SUN.										10.30P			30		ABC U		A				9.5		19		807					
GIMME A BREAK										33			181		179		97		94		B				12.9		23		1095	
SAT.										9.00P			30		NBC CS															
HAIL TO THE CHIEF										6			206		99		A				11.6		19		985					
LOVE BOAT										41			208		206		99		99		A				10.7		21		908	
SAT.										9.00P			60		ABC CS		B				14.1		25		1197					
LOVE, LONG DISTANCE(S)										204			99		A				7.7		15		654							
1 TUE.										8.00P			30		CBS CS															
MACGRUDER AND LOUD										10			207		99		A				13.1		24		1112					
1 TUE.										10.00P			60		ABC OP		B				12.2		21		1036					
MAGNUM, P.I.										41			206		204		99		99		A				9.4		18		798	
THU.										8.00P			60		CBS PD		B				16.2		26		1375					
MAMA'S FAMILY										10			180		177		97		92		A				9.9		20		841	
SAT.										9.30P			30		NBC CS		B				10.8		21		917					
MIAMI VICE										38					201		98		A				18.3		34		1554			
2 FRI.										10.00P			60		NBC OP		B				14.9		26		1265					
MOONLIGHTING										1					202		99		A				18.3		32		1554			
2 TUE.										9.00P			120		ABC PD		B				18.3		32		1554					
MOTOWN REVUE										1					190		96		A				10.4		20		883			
2 FRI.										9.00P			60		NBC GV		B				10.4		20		883					
MURDER, SHE WROTE										37			205		206		98		99		A				15.3		29		1299	
SUN.										8.00P			60		CBS SM		B				18.4		29		1562					
NBC MAJOR LGE PRE GM FRI(S)										200			99		A				5.6		14		475							

1 TUE. 9.30P 30 ABC CS										B	10.5	18	891
HARDCASTLE & MCCORMICK	20	203	99							A	10.7	19	908
2 MON. 8.00P 60 ABC A										B	14.9	23	1265
HIGHWAY TO HEAVEN	40	201	206	98	99					A	15.3	29	1299
WED. 8.00P 60 NBC GD										B	17.0	28	1443
HILL STREET BLUES	41	211	205	99	97					A	12.8	23	1087
THU. 10.00P 60 NBC OP										B	15.5	26	1316
HOTEL	39	209	207	99	99					A	10.3	19	874
WED. 10.00P 60 ABC GD										B	17.8	30	1511
HUNTER	17	190	187	97	96					A	11.4	23	968
SAT. 10.00P 60 NBC OP										B	11.8	22	1002
IT'S YOUR MOVE	9	187	186	97	92					A	7.3	16	620
SAT. 8.30P 30 NBC CS										B	9.2	20	781
KATE & ALLIE	33	197	203	99	99					A	15.3	26	1299
MON. 9.00P 30 CBS CS										B	17.6	27	1494
KNIGHT RIDER	1		186		92					A	8.3	18	705
2 FRI. 8.00P 60 NBC A										B	8.3	18	705
KNIGHT RIDER	29	200		99						A	10.3	19	874
1 SUN. 8.00P 60 NBC A										B	14.8	23	1257
KNOTS LANDING	35	206	202	99	97					A	8.8	16	747
THU. 10.00P 60 CBS GD										B	17.9	30	1520
LIFES-EMBARRASSING MOMENTS(S)		206		99						A	11.7	22	993
1 FRI. 10.00P 60 ABC U													
LIFES-EMBARRASSING MOMENTS-2(S)		190		96						A	9.4	17	798
2 FRI. 10.00P 60 ABC U													
1 FRI. 8.00P 8 NBC SC								201	99	A	7.6	16	645
NBC MAJOR LGE BSBL GM FRI(S)													
1 FRI. 8.08P 254 NBC SE													
NBC MONDAY NIGHT MOVIES	36	197	199	98	98					A	12.9	22	1095
1 MON. 9.00P 120 NBC FF										B	17.4	27	1477
2 MON. 9.00P 90													
NBC NEWS DIGEST-M-F	207	157	148	79	75					A	9.8	18	832
1 M-TH 8.58P 1 NBC N										B	12.0	19	1019
1 FRI. 8.06P 1													
2 M-F 8.58P 1													
NBC NEWS DIGEST-2-M-F	93	162	164	83	83					A	10.3	18	874
1 TUE. 9.58P 1 NBC N										B	11.4	18	968
2 TU&TH 9.58P 1													
NBC NEWS DIGEST-SAT	42	148	146	77	77					A	6.4	14	543
SAT. 8.58P 1 NBC N										B	9.7	17	824
NBC NEWS DIGEST-2-SAT.	21		148		82					A	7.8	15	662
2 SAT. 9.58P 1 NBC N										B	8.5	15	722
NBC NEWS DIGEST-SUN	41	150	154	78	80					A	8.2	15	696
SUN. 8.58P 1 NBC N										B	11.8	18	1002
NBC NEWS DIGEST-2-SUN.	20	172		85						A	9.0	15	764
1 SUN. 9.52P 1 NBC N										B	13.6	21	1155
NBC NIGHTLY NEWS-SAT.	36	164	161	91	90					A	6.0	15	509
SAT. 6.30P 30 NBC N										B	7.7	16	654
NBC NIGHTLY NEWS-SUN	32	161	162	88	88					A	6.8	15	577
SUN. 6.30P 30 NBC N										B	7.4	15	628



PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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1ST AUG. 1985 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES							
WK #	DAY	START TIME	DUR	NET TYPE	PROG TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE	PROG TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
LATE FRINGE CONT'D																													
ABC NEWS:NIGHTLINE-MON(B)							197		97	A	5.0	18	425	2 MON. 12.37A 55															
2 MON. 12.00M 48 ABC N														2 TUE. 12.37A 51															
ABC NEWS:NIGHTLINE-FRI(B)							181		96	A	2.7	9	229	2 WED. 12.45A 48															
2 FRI. 12.00M 30 ABC N														2 THU. 12.37A 46															
ABC ROCKS						37	120		69	A	2.5	8	212	2 FRI. 12.40A 44															
1 FRI. 12.04A 32 ABC PC										B	2.0	6	170	PGA CHAMPIONSHIP-FRI(S)									191		94	A	3.9	10	331
2 FRI. 11.30P 30 ABC SE														2 FRI. 11.30P 30 ABC SE															
ABC WEEKEND REPORT-SAT.						41	161	162	86 86	A	3.4	9	289	SATURDAY NIGHT						38	197	195	99 93	A	6.8	21	577		
SAT. 11.30P 15 ABC N										B	4.1	10	348	1 SAT. 11.30P 81 NBC GV															
ABC WEEKEND REPORT-SUN.						42	165	162	90 90	A	3.6	14	306	2 SAT. 11.30P 79															
SUN. 11.30P 15 ABC N										B	3.9	13	331	TONIGHT SHOW						206	200	199	99 99	A	6.8	20	577		
CBS NEWS NIGHTWATCH-1						200	58	59	58 58	A	1.2	12	102	1 M-TH 11.30P 60 NBC GV															
M-THSU 2.00A 30 CBS N										B	1.1	12	93	2 M-F 11.30P 60															
CBS NEWS NIGHTWATCH-2						110	81	81	71 71	A	1.1	13	93	VIEWPOINT(S)						193	98			A	3.9	14	331		
M-THSU 2.30A 30 CBS N										B	1.1	14	93	1 TUE. 11.30P 109 ABC N															
CBS NEWS NIGHTWATCH-3						110	100	101	85 85	A	1.0	19	85	WEEKDAY DAYTIME						206	206	99 99	A	8.0	28	679			
M-THSU 3.00A 180 CBS N										B	1.0	20	85	ABC DAYTIME NEWSBRIEF-M-F															
CBS SUNDAY NEWS-OSGOOD						42	137	137	72 72	A	5.6	12	475	1 M-THF 2.58P 1 ABC N															
SUN. 11.00P 15 CBS N										B	5.7	12	484	1 TUE. 2.57P 2															
DAVID LETTERMAN I						166	193	193	99 99	A	4.2	19	357	2 MON. 2.57P 2															
														2 TU-F 2.58P 1															

M-TH	12.30A	30	NBC	GV				B	3.7	18	314	ABC WORLD NEWS-MORN-615A	210	120	120	78	78	A	1.8	23	153	
DAVID LETTERMAN II		166			193	194	99	99	A	3.2	19	272	M-F	6.15A	15	ABC	N	B	1.6	18	136	
M-TH	1.00A	30	NBC	GV					B	2.8	18	238	ABC WORLD NEWS-MORN-645A	210	171	171	93	92	A	2.0	19	170
												M-F	6.45A	15	ABC	N	B	2.5	19	212		
EYE ON HOLLYWOOD		136			97	96	62	62	A	1.8	6	153										
1 MWTH	12.01A	30	ABC	GV					B	1.7	6	144	ALL MY CHILDREN	204	210	209	99	99	A	8.2	27	696
2 TU&TH	12.01A	30										M-F	1.00P	60	ABC	DD		B	8.1	27	688	
2 WED.	12.08A	30										ALL STAR BLITZ	35	183	183	89	89	A	2.7	11	229	
FRIDAY NIGHT VIDEOS		40			182	180	96	97	A	3.2	17	272	M-F	11.30A	30	ABC	QP	B	2.9	11	246	
1 FRI.	1.03A	90	NBC	PC					B	3.3	16	280										
2 FRI.	12.30A	90										ANGIE	35	175	175	88	88	A	2.9	11	246	
												M-F	11.00A	30	ABC	CS	B	3.1	12	263		
G MICHAELS SPORTS MACHINE		44			85	84	50	49	A	1.2	4	102	ANOTHER WORLD	205	201	202	99	99	A	4.9	17	416
SUN.	12.00M	15	NBC	SC					B	1.5	5	127	M-F	2.00P	60	NBC	DD	B	5.4	19	458	
LATE MOVIE I		210			185	186	92	93	A	4.7	15	399										
1 MON.	11.30P	68	CBS	FF					B	5.2	17	441	AS THE WORLD TURNS	212	206	206	99	99	A	6.2	21	526
1 TU&TH	11.30P	67										M-F	1.30P	60	CBS	DD	B	6.8	23	577		
1 WED.	11.30P	74										BODY LANGUAGE	208	105	105	54	54	A	2.4	8	204	
1 FRI.	11.30P	63										1 MTUWF	4.00P	30	CBS	PV	B	2.5	8	212		
2 MTUWF	11.30P	67										2 M-F	4.00P	30								
2 WED.	11.30P	75										CAPITOL	212	197	198	94	94	A	5.2	18	441	
2 FRI.	11.30P	70										M-F	2.30P	30	CBS	DD	B	5.6	20	475		
LATE MOVIE II		210			185	186	92	93	A	3.2	16	272	CBS EARLY MORNING NEWS	215	141	140	89	88	A	1.3	16	110
1 MON.	12.38A	53	CBS	FF					B	3.5	19	297	M-F	6.30A	30	CBS	N	B	1.6	17	136	
1 TUE.	12.37A	53										CBS MORNING NEWS 1	214	201	201	99	99	A	2.5	15	212	
1 WED.	12.44A	49										M-F	7.30A	30	CBS	N	B	3.2	16	272		
1 THU.	12.37A	49										CBS MORNING NEWS 2	214	201	201	99	99	A	2.9	13	246	
1 FRI.	12.33A	55										M-F	8.30A	30	CBS	N	B	3.5	15	297		

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1985 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
WEEKDAY DAYTIME CONT'D																													
DAYS OF OUR LIVES					207	207	208	99	99	A	7.0	23	594	1 MON.	3.18P	42	NBC	DD			B	3.5	11	297					
1 M-F 1.00P 60 NBC DD									B	7.1	23	603	1 TU-F 3.00P 60																
2 MON. 1.28P 32													2 M-F 3.00P 60																
2 TU-F 1.00P 60													SANTA BARBARA(B)					167		82		A	3.2	11	272				
DAYS OF OUR LIVES(B)							88		41	A	2.9	10	246	1 MON. 3.00P 18 NBC DD							201	201	96	96	A	5.3	21	450	
2 MON. 1.00P 28 NBC DD													SCRABBLE M-F 11.30A 30 NBC QG							206				B	5.5	22	467		
DAYTIME EMMY AWARDS(S)					207		99			A	10.2	32	866	SEARCH FOR TOMORROW					208	150	150	77	77	A	3.0	11	255		
1 THU. 3.00P 123 CBS AC													M-F 12.30P 30 NBC DD										B	3.2	12	272			
GENERAL HOSPITAL					204	208	207	99	99	A	9.1	30	773	SILVER SPOONS M-F 10.00A 30 NBC CS							30	135	135	83	83	A	4.4	18	374
M-F 3.00P 60 ABC DD										B	8.9	29	756	SUPER PASSWORD					207	147	144	70	70	A	3.9	14	331		
GOOD MORNING, AMERICA-730					210	206	205	99	99	A	4.0	25	340	M-F 12.00N 30 NBC QG										B	3.5	13	297		
M-F 7.30A 30 ABC N										B	4.7	23	399	TODAY SHOW-7.30AM					210	203	203	99	99	A	3.6	22	306		
GOOD MORNING, AMERICA-830					209	204	203	99	99	A	4.4	20	374	M-F 7.30A 30 NBC N										B	4.5	22	382		
M-F 8.30A 30 ABC N										B	5.2	22	441	TODAY SHOW-8.30AM					209	203	203	99	99	A	4.2	19	357		
GUIDING LIGHT					209	207	207	99	99	A	6.6	22	560	M-F 8.30A 30 NBC N										B	4.8	21	408		
1 MTUWF 3.00P 60 CBS DD										B	7.2	23	611	\$25,000 PYRAMID					212	178	180	89	89	A	4.8	19	408		
2 M-F 3.00P 60														M-F 10.00A 30 CBS QP										B	5.2	21	441		
LOVING					204	188	187	94	94	A	4.2	15	357	WHEEL OF FORTUNE					207	206	202	98	96	A	7.1	28	603		
M-F 12.30P 30 ABC DD										B	4.1	15	348																
NBC NEWS AT SUNRISE					210	185	185	96	96	A	1.9	19	161																

M-F 6.30A 30 NBC N					B	2.0	16	170	M-F 11.00A 30 NBC QG					B	7.1	29	603
NBC NEWS DIGEST-DAYTIME	124	195	195	96 96	A	4.5	16	382	YOUNG AND THE RESTLESS	211	208	208	99 99	A	8.4	30	713
M-F 2.57P 1 NBC N					B	4.5	16	382	1 M-F 12.30P 60 CBS DD					B	7.9	29	671
NEWSBREAK-11.57									2 MON. 12.30P 30								
M-F 11.57A 2 CBS N	213	182	183	85 85	A	7.0	27	594	& 1.25P 5								
NEWSBREAK-3.57	209	187	186	91 91	A	7.0	28	594	2 TU-F 12.30P 60								
1 MTUWF 3.57P 2 CBS N					B	5.5	18	467	YOUNG AND RESTLESS-MON(B)		138		51	A	4.1	14	348
2 M-F 3.57P 2					B	6.0	19	509	2 MON. 1.00P 25 CBS DD								
ONE LIFE TO LIVE	205	208	207	99 99	A	7.9	27	671	•WEEKEND DAYTIME								
M-F 2.00P 60 ABC DD					B	7.3	25	620	ABC WEEKEND SPECIALS	41	192	191	96 95	A	3.7	14	314
PRESS YOUR LUCK	211	170	171	82 85	A	4.4	17	374	SAT. 12.00N 30 ABC FV					B	4.6	16	391
M-F 10.30A 30 CBS QP					B	4.7	19	399	ABC WIDE WORLD-SPORTS SP.(S)		198		98	A	2.5	8	212
PRICE IS RIGHT 1	212	208	208	98 99	A	6.7	26	569	2 SAT. 2.30P 60 ABC SA								
1 M-F 11.00A 30 CBS AP					B	7.0	28	594	ABC WIDE WORLD-SPORTS SAT	25	214		99	A	5.4	18	458
2 MON. 11.25A 5									1 SAT. 2.30P 189 ABC SA					B	6.0	16	509
2 TU-F 11.00A 30									ALVIN AND THE CHIPMUNKS	43	205	206	99 99	A	6.3	24	535
PRICE IS RIGHT 2	211	208	208	98 99	A	8.6	33	730	SAT. 10.30A 30 NBC CA					B	7.9	28	671
M-F 11.30A 30 CBS AP					B	8.7	35	739	AMERICAN BANDSTAND	41	164	172	81 86	A	3.1	11	263
PRICE IS RIGHT 1-MON(B)					A	5.3	21	450	SAT. 12.30P 60 ABC PC					B	3.4	11	289
2 MON. 11.00A 25 CBS AP		182		83					BISKITTS	18	194	194	94 94	A	1.5	13	127
RYAN'S HOPE	204	173	171	92 91	A	3.1	11	263	SAT. 8.00A 30 CBS CA					B	2.1	15	178
M-F 12.00N 30 ABC DD					B	3.2	12	272	BUGS BUNNY/ROAD RUNNER 1	30	203	203	99 99	A	4.7	19	399
SALE OF THE CENTURY	207	153	154	85 86	A	4.9	19	416	SAT. 10.00A 30 CBS CA					B	5.3	19	450
M-F 10.30A 30 NBC QG					B	4.6	19	391	BUGS BUNNY/ROAD RUNNER 2	30	201	202	99 99	A	5.4	21	458
SANTA BARBARA	205	191	191	96 96	A	3.3	11	280	SAT. 10.30A 30 CBS CA					B	5.9	21	501



PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
WEEKEND DAYTIME CONT'D																												
BUGS BUNNY/ROAD RUNNER 3					18	177	177	87	87	A	4.3	16	365	NBC MAJOR LEAGUE BASEBALL 16					204	201	99	99	A	7.0	24	594		
SAT. 12.00N 30 CBS CA									B	3.4	13	289	1 SAT. 1.18P 179 NBC SE									B	6.5	22	552			
CBS SPORTS SPECIAL-SA(S)						205		98		A	4.3	13	365	2 SAT. 1.17P 169									A	3.4	13	289		
2 SAT. 5.00P 60 CBS SE													NEW SCOOPY DOO MYSTERIES 41					200	200	96	97	A	4.6	16	391			
CBS SPORTS SUNDAY					9	199		97		A	4.4	13	374	SAT. 10.30A 30 ABC CA									B	4.6	16	391		
2 SUN. 4.00P 120 CBS SA									B	5.8	15	492	ONE TO GROW ON-8:28AM 44					192	192	95	95	A	3.1	25	263			
CBS STORYBREAK					18	199	200	98	98	A	5.5	21	467	SAT. 8.28A 2 NBC CN									B	4.0	24	340		
SAT. 11.00A 30 CBS CL									B	5.1	19	433	ONE TO GROW ON-8:58AM 44					197	197	96	96	A	3.6	22	306			
DUNGEONS AND DRAGONS					38	204	204	98	98	A	4.8	21	408	SAT. 8.58A 2 NBC CN									B	4.8	23	408		
SAT. 9.30A 30 CBS CA									B	5.5	21	467	ONE TO GROW ON-10:28AM 43					202	203	99	99	A	6.4	26	543			
FACE THE NATION					42	157	165	90	91	A	2.8	11	238	SAT. 10.28A 2 NBC CN									B	8.3	29	705		
SUN. 10.30A 30 CBS CC									B	3.0	10	255	ONE TO GROW ON-10:58AM 43					204	205	98	98	A	6.4	25	543			
GET ALONG GANG					44	202	200	98	98	A	2.9	19	246	SAT. 10.58A 2 NBC CN									B	7.6	27	645		
SAT. 8.30A 30 CBS CA									B	4.0	20	340	ONE TO GROW ON-12:28PM 40					142	140	76	75	A	3.6	13	306			
INCREDIBLE HULK					29	118	118	70	70	A	3.1	13	263	SAT. 12.28P 2 NBC CN									B	4.6	15	391		
SAT. 12.30P 30 NBC CA									B	3.6	13	306	PGA CHAMPIONSHIP-SAT(S)						205		99	A	4.8	14	408			
IN THE NEWS- 8.26AM					44	193	193	94	94	A	1.9	16	161	2 SAT. 3.30P 227 ABC SE														
SAT. 8.26A 3 CBS CN									B	3.0	18	255	PGA CHAMPIONSHIP-SUN(S)						207		99	A	6.8	19	577			
IN THE NEWS- 8.56AM					44	201	199	98	98	A	3.1	19	263	2 SUN. 3.30P 210 ABC SE														
													PINK PANTHER AND SONS 41					198	198	97	97	A	3.2	21	272			

SAT. 8.56A	3	CBS	CN	38	203	203	98	98	B	4.3	20	365	SAT. 8.30A	30	NBC	CA	B	4.4	22	374
IN THE NEWS- 9.56AM									A	4.2	18	357	POLE POSITION				A	4.0	14	340
SAT. 9.56A	3	CBS	CN						B	5.1	19	433	SAT. 1.30P	30	CBS	CA	B	3.3	12	280
IN THE NEWS-11.56AM				36	195	196	97	97	A	4.4	17	374	RUBIK, THE AMAZING CUBE	14			A	3.4	14	289
SAT. 11.56A	3	CBS	CN						B	4.1	14	348	SAT. 10.00A	30	ABC	CA	B	3.9	15	331
IN THE NEWS-12.26PM				17	177	177	87	87	A	4.3	16	365	SCARY SCOOPY DOO FUNNIES	41			A	4.1	16	348
SAT. 12.26P	3	CBS	CN						B	3.3	12	280	SAT. 11.00A	30	ABC	CA	B	4.9	17	416
KIDD VIDEO				43	179	180	89	89	A	5.2	20	441	SATURDAY SUPERCAR	17			A	4.4	16	374
SAT. 11.00A	30	NBC	CA						B	6.3	23	535	SAT. 12.30P	60	CBS	CA	B	3.4	13	289
LAND OF THE LOST				7	196	197	98	98	A	4.8	18	408	SCHOOLHOUSE ROCK-8:25AM	44			A	1.8	15	153
SAT. 11.30A	30	CBS	CL						B	4.9	18	416	SAT. 8.25A	4	ABC	CN	B	3.0	18	255
LITTLES				44	197	197	96	96	A	4.4	17	374	SCHOOLHOUSE ROCK-9:55AM	44			A	3.3	14	280
SAT. 11.30A	30	ABC	CA						B	5.3	18	450	SAT. 9.55A	4	ABC	CN	B	4.5	17	382
MEET THE PRESS				39	176	177	96	96	A	2.6	9	221	SCHOOLHOUSE ROCK-10:25AM	14			A	3.3	13	280
SUN. 12.30P	30	NBC	CC						B	3.1	10	263	SAT. 10.25A	4	ABC	CN	B	3.9	15	331
MIGHTY ORBOTS				44	202	201	99	99	A	2.7	14	229	SCHOOLHOUSE ROCK-11:25AM	41			A	4.0	15	340
SAT. 9.00A	30	ABC	CA						B	4.4	18	374	SAT. 11.25A	4	ABC	CN	B	4.7	16	399
MR. T				43	175	175	88	88	A	4.2	16	357	SMURFS I	43			A	4.8	24	408
SAT. 11.30A	30	NBC	CA						B	5.7	20	484	SAT. 9.00A	30	NBC	CA	B	5.9	25	501
MUPPET BABIES				44	203	203	98	98	A	4.4	22	374	SMURFS II	43			A	6.2	27	526
SAT. 9.00A	30	CBS	CA						B	5.8	24	492	SAT. 9.30A	30	NBC	CA	B	8.0	30	679
NBC MAJOR LEAGUE PRE GAME	16				202	201	99	99	A	4.8	18	408	SMURFS III	43			A	7.1	29	603
1 SAT. 1.00P	18	NBC	SC						B	4.6	17	391	SAT. 10.00A	30	NBC	CA	B	8.8	31	747
2 SAT. 1.00P	17												SNORKS	41			A	2.5	22	212
													SAT. 8.00A	30	NBC	CA	B	3.5	23	297

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1985 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)				
WEEKEND DAYTIME CONT'D																															
SPIDERMAN AND FRIENDS						37	142	141	76	75	A	3.9	14	331																	
SAT. 12.00N 30 NBC CA										B	4.8	16	408																		
SPORTSBEAT						22			92		59	A	1.7	6	144																
2 SUN. 2.00P 30 ABC SC										B	1.4	4	119																		
SPORTSWORLD						18	179			91		A	3.7	10	314																
1 SUN. 4.30P 90 NBC SA										B	4.6	12	391																		
SPORTSWORLD-SPEC. ED.(S)							179			93		A	3.8	12	323																
1 SAT. 4.17P 73 NBC SA																															
SPORTSWORLD-SUN SPEC. ED.(S)								179		91		A	3.1	9	263																
2 SUN. 4.30P 90 NBC SA																															
SUNDAY MORNING						43	177	177	96	96		A	3.7	18	314																
SUN. 9.00A 90 CBS N										B	4.5	19	382																		
SUPERFRIENDS: SUPERPOWERS						44	197	196	97	97		A	2.5	17	212																
SAT. 8.30A 30 ABC CA										B	3.8	19	323																		
SUPERFRIENDS: SUPERPOWERS2						38	192	191	97	97		A	1.6	14	136																
SAT. 8.00A 30 ABC CA										B	2.7	18	229																		
THIS WEEK-DAVID BRINKLEY						38	191	188	97	97		A	3.3	12	280																
SUN. 11.30A 60 ABC N										B	3.9	13	331																		
TURBO TEEN						44	203	202	99	99		A	3.2	14	272																

SAT. 9.30A 30 ABC CA  
 WESTERN OPEN GOLF-SAT(S)  
 1 SAT. 4.00P 120 CBS SE  
 WESTERN OPEN GOLF-SUN(S)  
 1 SUN. 4.00P 170 CBS SE

197

97

B 4.6 17 391

A 3.3 10 280

206

99

A 6.5 17 552





TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)						10,780 12.7		10,610 12.5		13,410 15.8		11,290 13.3		14,600 17.2			
ABC TV						THREE'S A CROWD (R)		FOUL UPS, BLEEPS- BLUNDERS (R)		WHO'S THE BOSS? (R)		HAIL TO THE CHIEF (R)(SD)		MACGRUDER AND LOUD (R)			
AVERAGE AUDIENCE (Households (000) & %)						9,000 10.6		9,170 10.8		11,550 13.6		9,850 11.6		11,120 13.1		12.7*	13.6*
SHARE OF AUDIENCE %						20		20		23		19		24		22 *	25 *
AVG. AUD. BY ¼ HR.						10.2	11.0	10.7	10.9	13.1	14.1	11.4	11.7	12.1	13.3	13.4	13.7
TOTAL AUDIENCE (Households (000) & %)						8,150 9.6		13,240 15.6		CBS TUESDAY NIGHT MOVIES THE IDOLMAKER (SD)							
CBS TV						LOVE, LONG DISTANCE											
AVERAGE AUDIENCE (Households (000) & %)						6,540 7.7		5,010 5.9	5.2*		5.5*		6.0*		6.2*		6.6*
SHARE OF AUDIENCE %						15		10	9 *		9 *		10 *		11 *		12 *
AVG. AUD. BY ¼ HR.						8.2	7.1	5.4	5.1	5.4	5.6	5.9	6.1	6.4	6.0	6.3	6.8
TOTAL AUDIENCE (Households (000) & %)						17,150 20.2				18,250 21.5				16,640 19.6			
NBC TV						A TEAM (R)(SD)				RIPTIDE (R)(SD)				REMINGTON STEELE (R)			
AVERAGE AUDIENCE (Households (000) & %)						12,570 14.8	13.6*		16.1*	16.2	15.2*		17.2*	14.9	15.3*		14.5*
SHARE OF AUDIENCE %						28	26 *		29 *	28	26 *		29 *	27	27 *		27 *
AVG. AUD. BY ¼ HR.						13.0	14.1	15.6	16.5	15.0	15.3	17.2	17.3	15.1	15.5	14.7	14.3

TOTAL AUDIENCE (Households (000) & %)						14,090 16.6		13,500 15.9		24,540 28.9				MOONLIGHTING (R)(SD)			
ABC TV						WHO'S THE BOSS? (R)		THREE'S A CROWD (R)									
AVERAGE AUDIENCE (Households (000) & %)						11,720 13.8		12,060 14.2		15,540 18.3		16.2*		17.5*		20.1*	19.6*
SHARE OF AUDIENCE %						27		26		32		28 *		30 *		34 *	36 *
AVG. AUD. BY ¼ HR.						12.7	14.9	13.8	14.6	15.8	16.5	17.1	18.0	20.1	20.1	20.1	19.0
TOTAL AUDIENCE (Households (000) & %)						16,980 20.0											
CBS TV						CBS TUESDAY NIGHT MOVIES THE HALL (R)(SD)											
AVERAGE AUDIENCE (Households (000) & %)						6,880 8.1	7.4*		7.0*		8.1*		8.2*		8.7*		9.1*
SHARE OF AUDIENCE %						14	15 *		13 *		14 *		14 *		15 *		17 *
AVG. AUD. BY ¼ HR.						7.9	6.9	6.8	7.3	8.1	8.1	8.2	8.3	8.4	9.1	9.0	9.1
TOTAL AUDIENCE (Households (000) & %)						15,540 18.3				14,430 17.0				13,500 15.9			
NBC TV						A TEAM (R)(SD)				RIPTIDE (R)(SD)				AMERICAN ALMANAC			
AVERAGE AUDIENCE (Households (000) & %)						11,380 13.4	12.1*		14.7*	12.3	11.8*		12.8*	8,570 10.1	10.5*		9.7*
SHARE OF AUDIENCE %						25	24 *		27 *	21	21 *		22 *	18	18 *		18 *
AVG. AUD. BY ¼ HR.						11.6	12.6	14.7	14.7	11.6	12.0	12.8	12.9	10.8	10.1	9.6	9.8

TV HOUSEHOLDS USING TV	WK. 1	47.6	49.4	50.1	51.9	51.9	53.1	54.1	55.7	57.1	58.6	59.8	59.5	57.1	56.7	54.9	53.1
(See Def. 1)	WK. 2	47.7	47.5	48.3	49.5	49.6	51.8	54.4	55.9	56.7	57.6	58.8	59.5	59.5	58.1	55.3	53.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.TUE. AUG. 6, 1985

## NIELSEN NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JULY 31, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					12,900 15.2				9,340 11.0				12,310 14.5				
	ABC TV					ROCK'N ROLL SUMMER ACTION (SD)				DYNASTY (R)(SD)				HOTEL (R)				
	AVERAGE AUDIENCE (Households (000) & %)					8,070 9.5	9.7*			6,030 7.1	6.8*			8,490 10.0	9.6*		10.5*	
	SHARE OF AUDIENCE %					18 9.7	19 9.8			12 6.9	12 6.7			13 7.7	18 9.5	17 9.7	20 10.3	20 10.6
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					9,250 10.9				16,300 19.2								
	CBS TV					CBS REPORTS HIROSHIMA, 40 YEARS, AND COUNTING (SUS-SD)				CBS WEDNESDAY NIGHT MOVIE TWO KINDS OF LOVE (R)(SD)								
	AVERAGE AUDIENCE (Households (000) & %)					6,540 7.7	7.6*			9,760 11.5	9.3*				12.5*		13.1*	
	SHARE OF AUDIENCE %					14 7.7	15 7.5			21 9.1	17 9.5			19 10.4	22 12.5	22 12.5	25 13.2	25 13.1
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					18,000 21.2				15,790 18.6				14,010 16.5				
	NBC TV					HIGHWAY TO HEAVEN (R)(SD)				FACTS OF LIFE (R)		DOUBLE TROUBLE (R)		ST. ELSEWHERE (R)				
	AVERAGE AUDIENCE (Households (000) & %)					13,750 16.2	15.3*			13,410 15.8				12,140 14.3	12.0	12.2*	11.9*	
	SHARE OF AUDIENCE %					30 14.5	29 16.0			28 15.5				25 14.1	22 12.1	22 12.3	22 12.0	22 11.7
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					10,530 12.4				8,910 10.5				11,550 13.6				
	ABC TV					ROCK'N ROLL SUMMER ACTION (SD)				DYNASTY (R)(SD)				HOTEL (R)				
	AVERAGE AUDIENCE (Households (000) & %)					6,450 7.6	7.5*			5,770 6.8	6.6*			8,910 10.5	10.0*		11.1*	
	SHARE OF AUDIENCE %					14 7.6	15 7.5			12 6.6	12 6.5			13 9.3	19 10.6	18 10.9	20 11.3	20 11.3
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					13,580 16.0				19,020 22.4								
	CBS TV					STEEL COLLAR MAN (SUS-SD)				CBS WEDNESDAY NIGHT MOVIE THE CRADLE WILL FALL (R)(SD)								
	AVERAGE AUDIENCE (Households (000) & %)					9,340 11.0	10.1*			11,970 14.1	12.8*				14.6*		15.0*	
	SHARE OF AUDIENCE %					21 10.0	20 10.2			25 12.6	23 13.1			25 13.9	26 14.2	26 14.4	27 14.8	27 15.3
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					16,560 19.5				17,400 20.5				15,540 18.3				
	NBC TV					HIGHWAY TO HEAVEN (R)(SD)				FACTS OF LIFE (R)		ANYTHING FOR LOVE		ST. ELSEWHERE (R)				
	AVERAGE AUDIENCE (Households (000) & %)					12,230 14.4	13.4*			14,770 17.4				13,410 15.8	11.5	11.9*	11.2*	
	SHARE OF AUDIENCE %					27 12.6	26 14.2			31 16.8				28 15.7	21 12.0	21 11.8	20 11.5	20 10.8
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	47.8	48.7	48.5	50.2	51.3	53.2	54.1	55.6	55.5	57.1	57.6	58.1	57.0	55.9	54.1	52.7
		WK. 2	49.0	49.3	50.5	51.5	50.5	52.1	53.5	55.4	56.3	56.5	56.4	56.6	55.6	56.3	55.5	54.0

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.WED. AUG.7. 1985



EVE. THU. AUG. 8, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. AUG.2, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
W E E K 3	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																

W E E K 4	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
W E E K 5	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
W E E K 6	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.FRI. AUG.9. 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. AUG.3, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						10,950 12.9				11,890 14.0				11,970 14.1			
	ABC TV						T.J. HOOKER (R)(SD)				LOVE BOAT (R)(SD)				FINDER OF LOST LOVES (R)			
	AVERAGE AUDIENCE (Households (000) & %)						7,810 9.2	8.7*		9.6*	8,830 10.4	9.7*		11.1*	9,000 10.6	10.1*		11.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 8.1	20* 9.3		21* 9.5	21 9.8	20* 9.5		22* 10.8	21 9.9	20* 10.3		23* 11.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,340 11.0				10,950 12.9							
	CBS TV						AIRWOLF (R)(SD)				CBS SATURDAY NIGHT MOVIE THE CHAMP (R)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)						6,450 7.6	7.4*		7.9*	5,940 7.0	6.0*		7.1*		7.4*		7.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						17 6.9	17* 7.8		17* 8.0	14 6.2	12* 5.9		14* 7.2		15* 7.6		15* 7.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						7,130 8.4		7,050 8.3		9,080 10.7		10,020 11.8		13,580 16.0			
	NBC TV						OUR TIME		IT'S YOUR MOVE (R)(SD)		GIMME A BREAK (R)		MAMA'S FAMILY (R)		HUNTER (R)			
	AVERAGE AUDIENCE (Households (000) & %)						5,520 6.5		6,030 7.1		7,980 9.4		8,830 10.4		9,760 11.5		11.1*	11.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						15 6.7		16 6.7		19 8.8		21 10.0		23 10.8		22* 11.5	24* 12.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,330 15.7				12,570 14.8				12,230 14.4			
	ABC TV						T.J. HOOKER (R)				LOVE BOAT (R)(SD)				FINDER OF LOST LOVES (R)			
	AVERAGE AUDIENCE (Households (000) & %)						9,170 10.8	10.3*		11.3*	9,250 10.9	10.4*		11.4*	9,000 10.6	10.4*		10.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 9.6	23* 11.0		24* 11.3	22 10.4	21* 10.4		22* 11.4	21 10.3	20* 10.4		21* 11.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,220 19.1											
	CBS TV						CBS SATURDAY NIGHT MOVIE IVANHOE (R)(SD)											
	AVERAGE AUDIENCE (Households (000) & %)						7,980 9.4	7.6*		8.6*		9.9*		10.1*		9.8*		10.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						19 7.4	17* 7.9		18* 8.4		20* 9.8		20* 10.0		19* 9.9		20* 10.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						8,240 9.7		7,810 9.2		9,420 11.1		9,170 10.8		12,480 14.7			
	NBC TV						OUR TIME		IT'S YOUR MOVE (R)(SD)		GIMME A BREAK (R)		MAMA'S FAMILY (R)(SD)		HUNTER (R)			
	AVERAGE AUDIENCE (Households (000) & %)						6,710 7.9		6,370 7.5		8,070 9.5		7,900 9.3		9,590 11.3		11.1*	11.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						18 7.9		16 7.8		19 9.4		18 9.6		22 10.8		22* 11.4	23* 11.6
TV HOUSEHOLDS USING TV WK. 1			40.8	41.4	41.1	41.7	43.0	44.3	44.9	46.7	47.6	49.0	49.8	51.1	50.2	49.9	49.1	48.6
(See Def. 1) WK. 2			40.9	40.8	40.7	41.4	42.8	45.0	45.9	47.4	49.1	49.5	50.1	51.7	50.9	50.6	50.5	50.4

U.S. TV Households: 84,900,000

(1) PGA CHAMPIONSHIP-SAT, ABC, (3:30-7:17PM)(S)

For explanation of symbols, See page A.

EVE.SAT. AUG.10, 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. AUG.3, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
W SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

3,480  
4.1

ABC  
WEEKEND  
REPORT-  
SAT.

3,230  
3.8  
10  
3.8

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
K SHARE OF AUDIENCE %  
1 AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

10,780  
12.7

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

← SATURDAY NIGHT →  
(11:30-12:51AM)  
(SUSTAINING 12:51-1:00AM)

6,370  
7.5 8.5\* 7.4\* 6.0\*  
23 23\* 23\* 22\*  
8.8 8.2 7.8 7.0 6.2 5.5

TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
W SHARE OF AUDIENCE %  
E AVG. AUD. BY ¼ HR. %

2,890  
3.4

ABC  
WEEKEND  
REPORT-  
SAT.

2,550  
3.0  
8  
3.0

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
K SHARE OF AUDIENCE %  
2 AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

9,680  
11.4

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

← SATURDAY NIGHT →  
(11:30-12:48AM)  
(SUSTAINING 12:48-1:00AM)

5,180  
6.1 6.9\* 6.2\* 4.6\*  
19 18\* 20\* 17\*  
6.9 6.8 6.7 5.7 4.6 4.8

TV HOUSEHOLDS USING TV	WK. 1	45.9	42.9	37.4	34.9	33.1	30.5	27.8	24.3	21.1	18.9	16.5	14.6	13.0	11.6	10.4	9.3
(See Def. 1)	WK. 2	48.0	44.2	39.1	36.1	32.7	30.0	27.2	25.2	22.5	19.8	17.5	15.7	13.7	11.8	10.7	10.0

U.S. TV Households: 84,800,000

For explanation of symbols, See page A.

EVE.SAT. AUG.10, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. AUG. 4, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	9,420 11.1				24,710 29.1									
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)				ABC SUNDAY NIGHT MOVIE THE BLUES BROTHERS (R)(SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{	6,540 7.7				12,310 14.5									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		16 7.5	7.6* 7.6		7.9* 8.0	16* 11.1	11.4* 11.6	12.6* 12.0	23* 13.2	14.7* 14.5	26* 15.0	15.8* 15.5	17.4* 17.3	16.2* 16.2	29* 16.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	18,680 22.0				15,710 18.5			15,710 18.5			16,050 18.9			
	CBS TV		60 MINUTES				MURDER, SHE WROTE (R)(SD)		CRAZY LIKE A FOX (R)(SD)				TRAPPER JOHN, M.D. (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{	13,750 16.2	15.1*		17.3*	11,720 13.8	13.7*		12,060 14.2			12,650 14.9	14.5*		15.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		33 14.2	32* 16.1		35* 16.9	26 13.6	27* 13.8	25* 13.9	24 12.8	23* 13.9	26* 14.5	26 15.5	25* 14.1	28* 14.9	28* 15.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,300 8.6			7,560 8.9	12,230 14.4			18,080 21.3						
	NBC TV		PUNKY BREWSTER (R)		SILVER SPOONS (R)		KNIGHT RIDER (R)(SD)				NBC SUNDAY NIGHT MOVIE RAVAGERS (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{	5,520 6.5			6,540 7.7	8,740 10.3	9.4*		10,020 11.8						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		14 6.3			15 6.8	19 7.2	18* 8.3	20* 9.0	21 11.0	20* 11.6	19* 11.6	19* 11.4	20* 11.3	23* 11.6	23* 12.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	9,510 11.2				15,110 17.8								8,490 10.0	
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)				ABC SUNDAY NIGHT MOVIE THE ELECTRIC HORSEMAN (R)(SD)								FOUL UPS, SLEEPS- BLUNDERS (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,860 6.9	6.4*		7.4*	7,640 9.0	7.2*		8.1*		9.1*	9.7*		7,050 8.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		15 6.3	14* 6.4		16* 7.2	16 6.8	14* 7.5	15* 8.0	15* 8.3	16* 9.1	17* 9.2	17* 9.5	19* 9.9	15 10.7	8.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	18,000 21.2				18,510 21.8			16,810 19.8			15,200 17.9			
	CBS TV		60 MINUTES				MURDER, SHE WROTE (R)(SD)		CRAZY LIKE A FOX (R)(SD)				TRAPPER JOHN, M.D. (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{	13,750 16.2	15.9*		16.5*	14,180 16.7	15.8*		12,900 15.2			11,890 14.0	13.4*		14.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		35 15.3	35* 16.4		35* 16.5	32 15.4	31* 16.3	32* 17.3	27 15.4	27* 14.9	26* 15.2	25 13.2	24* 13.6	27* 14.5	27* 14.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	17,660 20.8							18,590 21.9						
	NBC TV		DISNEYLAND'S 30TH ANNIV. (R)(SD)								NBC SUNDAY NIGHT MOVIE HER LIFE AS A MAN (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{	8,570 10.1	8.7*		10.4*		11.0*		11,800 13.9				14.5*		14.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		20 8.3	19* 9.0		22* 9.9	22* 10.8	22* 11.6	19* 10.5	25 10.4	23* 10.3	24* 11.9	24* 13.6	25* 13.9	27* 14.6	27* 14.3
TV HOUSEHOLDS USING TV			WK. 1	46.7	48.6	49.6	50.0	50.8	52.0	54.2	56.3	57.0	58.2	58.3	59.1	58.2
(See Def. 1)			WK. 2	45.3	46.2	46.9	48.5	50.1	51.7	53.7	55.1	56.0	56.9	57.4	57.5	56.8
U.S. TV Households: 84,900,000			For explanation of symbols, See page A.													

EVE SUN AUG 11 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{				3,480									
							4.1									
	ABC TV						ABC WEEKEND REPORT- SUN.									
	AVERAGE AUDIENCE (Households (000) & %)		{				3,480									
	SHARE OF AUDIENCE		%				4.1									
	AVG. AUD. BY ¼ HR.		%				16									
							4.1									
	TOTAL AUDIENCE (Households (000) & %)		{	5,090												
				6.0												
	CBS TV			CBS SUNDAY NEWS- OSGOOD												
	AVERAGE AUDIENCE (Households (000) & %)		{	4,920												
	SHARE OF AUDIENCE		%	5.8												
	AVG. AUD. BY ¼ HR.		%	12												
				5.8												
	TOTAL AUDIENCE (Households (000) & %)		{				1,190									
							1.4									
	NBC TV						G MICHAELS SPORTS MACHINE									
	AVERAGE AUDIENCE (Households (000) & %)		{				1,100									
	SHARE OF AUDIENCE		%				1.3									
	AVG. AUD. BY ¼ HR.		%				4									
							1.3									

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{				2,630									
							3.1									
	ABC TV						ABC WEEKEND REPORT- SUN.									
	AVERAGE AUDIENCE (Households (000) & %)		{				2,550									
	SHARE OF AUDIENCE		%				3.0									
	AVG. AUD. BY ¼ HR.		%				12									
							3.0									
	TOTAL AUDIENCE (Households (000) & %)		{	5,010												
				5.9												
	CBS TV			CBS SUNDAY NEWS- OSGOOD												
	AVERAGE AUDIENCE (Households (000) & %)		{	4,580												
	SHARE OF AUDIENCE		%	5.4												
	AVG. AUD. BY ¼ HR.		%	12												
				5.4												
	TOTAL AUDIENCE (Households (000) & %)		{				930									
							1.1									
	NBC TV						G MICHAELS SPORTS MACHINE									
	AVERAGE AUDIENCE (Households (000) & %)		{				930									
	SHARE OF AUDIENCE		%				1.1									
	AVG. AUD. BY ¼ HR.		%				4									
							1.1									

TV HOUSEHOLDS USING TV	WK. 1	49.1	43.7	36.0	31.2	27.2	24.4	20.9	18.8	16.8	15.2	13.4	11.8	10.0	8.7	7.9	7.4
(See Def. 1)	WK. 2	47.7	41.9	35.3	32.0	28.3	25.4	21.1	18.8	16.6	14.9	12.5	11.1	10.3	9.5	8.1	7.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

FVE SIIN AUG 11 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 29-AUG. 2, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		4,080 4.8	{		4,410 5.2											
	ABC TV	{		GOOD MORNING, AMERICA-730 (CO-OP)	{		GOOD MORNING, AMERICA-830 (CO-OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{		3,230 3.8	{		3,740 4.4											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		24 3.7	{		20 4.4											
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		2,630 3.1	{		3,060 3.6	{		4,670 5.5	{		4,160 4.9					
	CBS TV	{		CBS MORNING NEWS 1	{		CBS MORNING NEWS 2	{		\$25,000 PYRAMID	{		PRESS YOUR LUCK					
	AVERAGE AUDIENCE (Households (000) & %)	{		2,120 2.5	{		2,380 2.8	{		3,910 4.6	{		3,480 4.1					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		16 2.5	{		13 2.7	{		19 4.4	{		16 3.9					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		3,990 4.7	{		4,580 5.4	{		4,410 5.2	{		4,840 5.7					
	NBC TV	{		TODAY SHOW-7.30AM (CO-OP)	{		TODAY SHOW-8.30AM (CO-OP)	{		SILVER SPOONS M-F	{		SALE OF THE CENTURY					
	AVERAGE AUDIENCE (Households (000) & %)	{		3,060 3.6	{		3,740 4.4	{		3,570 4.2	{		3,990 4.7					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		23 3.4	{		20 4.4	{		17 3.9	{		19 4.6					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		4,410 5.2	{		4,500 5.3	{										
	ABC TV	{		GOOD MORNING, AMERICA-730 (CO-OP)	{		GOOD MORNING, AMERICA-830 (CO-OP)	{										
	AVERAGE AUDIENCE (Households (000) & %)	{		3,480 4.1	{		3,740 4.4	{										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		25 4.1	{		20 4.4	{										
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		2,800 3.3	{		3,140 3.7	{		5,010 5.9	{		4,840 5.7					
	CBS TV	{		CBS MORNING NEWS 1	{		CBS MORNING NEWS 2	{		\$25,000 PYRAMID	{		PRESS YOUR LUCK					
	AVERAGE AUDIENCE (Households (000) & %)	{		2,120 2.5	{		2,550 3.0	{		4,160 4.9	{		4,080 4.8					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		15 2.5	{		14 2.9	{		20 4.7	{		19 4.6					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		3,990 4.7	{		4,410 5.2	{		4,750 5.6	{		4,920 5.8					
	NBC TV	{		TODAY SHOW-7.30AM (CO-OP)	{		TODAY SHOW-8.30AM (CO-OP)	{		SILVER SPOONS M-F	{		SALE OF THE CENTURY					
	AVERAGE AUDIENCE (Households (000) & %)	{		2,970 3.5	{		3,480 4.1	{		3,990 4.7	{		4,410 5.2					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		21 3.5	{		19 4.2	{		19 4.3	{		20 5.1					
TV HOUSEHOLDS USING TV		WK. 1	10.2	11.8	13.0	14.5	16.0	17.4	18.6	19.6	21.0	22.4	23.4	24.1	24.4	25.1	25.1	25.3
(See Def. 1)		WK. 2	10.5	12.2	13.5	14.9	16.6	18.3	19.5	20.1	21.0	22.3	23.5	24.3	25.1	25.7	25.3	25.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG 5-9 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,800 3.3		2,720 3.2		2,970 3.5		4,250 5.0		9,510 11.2		8,490 10.0			
	ABC TV		ANGIE		ALL STAR BLITZ		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,290 2.7		2,290 2.7		2,460 2.9		3,480 4.1		7,050 8.3		6,370 7.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	10 2.7	2.7	10 2.6	2.8	11 2.8	3.0	14 3.9	4.4	27 7.3	7.8* 25 *	8.9* 29 *	26 7.4	26* 7.3	27* 7.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,710 7.9		8,740 10.3				9,760 11.5		6,960 8.2				4,840 5.7	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,690 6.7		7,390 8.7				7,390 8.7	8.6*	5,180 6.1				4,410 5.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	26 6.4	7.0	33 8.4	9.0			31 8.3	31* 8.9	20 6.0	5.9* 19 *		6.3* 22 *	5.2 18	5.2 5.2
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	7,050 8.3		5,180 6.1		4,080 4.8		3,060 3.6		7,470 8.8		5,260 6.2			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,860 6.9		4,500 5.3		3,310 3.9		2,550 3.0		6,030 7.1	6.9* 22 *	7.3* 23 *	3,990 4.7	4.8* 17 *	4.6* 16 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	27 6.8	7.1	20 5.3	5.2	14 3.7	4.1	11 3.0	3.0	23 6.7	7.1	7.2	16 4.9	4.7	4.6

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	3,230 3.8		2,720 3.2		3,230 3.8		3,990 4.7		9,000 10.6		8,830 10.4			
	ABC TV		ANGIE		ALL STAR BLITZ		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,630 3.1		2,380 2.8		2,720 3.2		3,570 4.2		6,790 8.0	7.7* 25 *	6,960 8.2	7.9* 27 *	8.5* 29 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	12 3.1	3.1	11 2.6	2.9	12 3.2	3.2	15 4.1	4.3	26 7.3	8.2	27* 8.3	27* 7.9	29* 8.3	8.6
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	6,710 7.9		8,490 10.0				9,000 10.6		6,790 8.0				4,920 5.8	
	CBS TV		PRICE IS RIGHT 1 >(OP)		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS >(OP)>(SUS-OP)		AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,770 6.8		7,220 8.5				6,710 7.9	7.9* 29 *	5,350 6.3				4,410 5.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	27 6.6	7.0	34 8.3	8.7			28 7.7	29* 8.1	21 6.0	6.1* 20 *		6.5* 22 *	5.2 18	5.1 5.1
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	7,130 8.4		5,180 6.1		3,820 4.5		3,060 3.6		7,220 8.5		5,940 7.0			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES >(OP)>(SUS-OP)				ANOTHER WORLD (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,110 7.2		4,580 5.4		3,230 3.8		2,630 3.1		5,860 6.9	6.7* 22 *	7.0* 23 *	4,250 5.0	5.1* 17 *	5.0* 17 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	28 7.0	7.3	21 5.3	5.4	14 3.7	4.0	11 3.1	3.0	23 6.4	6.8	7.0	17 5.2	17* 5.0	17* 4.9
TV HOUSEHOLDS USING TV			WK. 1	25.3	26.1	26.0	26.7	27.5	28.7	28.7	29.9	30.5	30.4	29.3	29.4	28.7
(See Def. 1)			WK. 2	25.2	25.7	25.7	26.1	27.4	28.5	28.7	29.3	30.1	30.3	29.8	30.2	29.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 29-AUG. 2, 1985

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	9,340 11.0													9,250 10.9			
	ABC TV			GENERAL HOSPITAL												ABC WORLD NEWS TONIGHT				
	AVERAGE AUDIENCE (Households (000) & %)		{	7,470 8.8	8.7*											7,900 9.3				
	SHARE OF AUDIENCE		%	29	29 *											21				
	AVG. AUD. BY ¼ HR.		%	8.6	8.9	9.0	8.8											9.1	9.4	
	TOTAL AUDIENCE (Households (000) & %)		{	6,960 8.2													10,950 12.9			
	CBS TV			GUIDING LIGHT (MTWTF)(S)(OP)(SD)												CBS EVENING NEWS- RATHER				
	AVERAGE AUDIENCE (Households (000) & %)		{	5,520 6.5	6.3*											9,250 10.9				
	SHARE OF AUDIENCE		%	22	21 *											24				
	AVG. AUD. BY ¼ HR.		%	6.2	6.5	6.6	6.5	2.4	2.5											11.0
TOTAL AUDIENCE (Households (000) & %)		{	3,650 4.3													8,240 9.7				
NBC TV			SANTA BARBARA >(OP)												NBC NIGHTLY NEWS					
AVERAGE AUDIENCE (Households (000) & %)		{	2,720 3.2	3.2*											7,050 8.3					
SHARE OF AUDIENCE		%	11	11 *											19					
AVG. AUD. BY ¼ HR.		%	3.2	3.2	3.2	3.2											8.1	8.5		

W  E  E  K  2	TOTAL AUDIENCE (Households (000) & %)		{	10,100 11.9											9,170 10.8			
	ABC TV			GENERAL HOSPITAL										ABC WORLD NEWS TONIGHT				
	AVERAGE AUDIENCE (Households (000) & %)		{	7,900 9.3	9.3*									7,730 9.1				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	30 9.2	31* 9.4	9.4	30* 9.1									20 8.9	9.2	
TOTAL AUDIENCE (Households (000) & %)		{	7,220 8.5	2,380 2.8										10,440 12.3				
CBS TV			GUIDING LIGHT (SD)										BODY LANGUAGE	CBS EVENING NEWS- RATHER				
AVERAGE AUDIENCE (Households (000) & %)		{	5,770 6.8	6.6*									8,830 10.4					
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	22 6.3	22* 6.8	7.0	23* 7.1	8 2.3	2.4									23 10.3	10.5
TOTAL AUDIENCE (Households (000) & %)		{	4,080 4.8											9,000 10.6				
NBC TV			SANTA BARBARA										NBC NIGHTLY NEWS					
AVERAGE AUDIENCE (Households (000) & %)		{	2,890 3.4	3.4*									7,640 9.0					
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	11 3.5	11* 3.3	3.3	11* 3.4									20 8.9	9.1		

TV HOUSEHOLDS USING TV WK. 1	29.3	30.2	30.7	31.4	30.6	31.5	31.9	33.2	34.3	36.2	37.5	39.3	42.1	43.7	44.6	45.5
(See Def. 1) WK. 2	29.7	30.5	30.6	31.3	30.5	32.0	32.3	33.8	34.8	36.5	37.6	39.4	42.2	44.3	45.4	46.8

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 5-9, 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 3, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W  E  E  K  1	TOTAL AUDIENCE (Households (000) & %)		{															
	ABC TV		{															
	AVERAGE AUDIENCE (Households (000) & %)		{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{															
					1,780 2.1		2,720 3.2		2,970 3.5		3,140 3.7		3,480 4.1		3,310 3.9			
					SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS (SD)		MIGHTY ORBOTS (SD)		TURBO TEEN (SD)		RUBIK, THE AMAZING CUBE (SD)		NEW SCOOBY DOO MYSTERIES (SD)			
					1,440 1.7		2,380 2.8		2,380 2.8		2,720 3.2		2,890 3.4		2,460 2.9			
					14 1.5		18 2.6		14 2.8		14 3.1		14 3.3		12 2.7		3.0	
					1.8		2.9		2.9		3.3		3.4					
					1,530 1.8		2,800 3.3		4,750 5.6		4,840 5.7		4,410 5.2		6,110 7.2			
					BISKITT (SD)		GET ALONG GANG (SD)		MUPPET BABIES (SD)		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1 (SD)		BUGS BUNNY/ROAD RUNNER 2 (SD)			
					1,100 1.3		2,290 2.7		3,740 4.4		3,990 4.7		3,650 4.3		4,840 5.7			
					11 1.0		18 2.3		22 3.9		20 4.6		18 4.1		23 5.5		5.9	
					1.6		3.1		4.9		4.9		4.5					
					2,550 3.0		2,970 3.5		4,750 5.6		6,030 7.1		7,220 8.5		5,860 6.9			
					SNORKS (SD)		PINK PANTHER AND AND SONS (SD)		SMURFS I (SD)		SMURFS II (SD)		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)			
					2,210 2.6		2,550 3.0		3,990 4.7		5,180 6.1		6,370 7.5		5,090 6.0			
					22 2.3		20 2.7		24 4.5		27 6.0		31 7.6		24 6.1		6.0	
					2.8		3.3		4.8		6.3		7.4					

W  E  E  K  2	TOTAL AUDIENCE (Households (000) & %)		{															
	ABC TV		{															
	AVERAGE AUDIENCE (Households (000) & %)		{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{															
					1,530 1.8		2,460 2.9		2,630 3.1		3,060 3.6		3,570 4.2		4,080 4.8			
					SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS (SD)		MIGHTY ORBOTS (SD)		TURBO TEEN (SD)		RUBIK, THE AMAZING CUBE (SD)		NEW SCOOBY DOO MYSTERIES (SD)			
					1,190 1.4		1,780 2.1		2,120 2.5		2,720 3.2		2,890 3.4		3,310 3.9			
					13 1.2		14 1.6		13 1.8		14 2.4		14 2.2		15 2.7		15 3.1	
					1.2		1.6		1.8		2.4		3.2		3.2		3.5	
					1,870 2.2		2,970 3.5		4,580 5.4		4,670 5.5		5,260 6.2		5,010 5.9			
					BISKITT (SD)		GET ALONG GANG (SD)		MUPPET BABIES (SD)		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1 (SD)		BUGS BUNNY/ROAD RUNNER 2 (SD)			
					1,360 1.6		2,550 3.0		3,740 4.4		4,080 4.8		4,250 5.0		4,330 5.1			
					15 1.2		20 1.9		22 2.7		21 3.2		20 4.2		19 4.7		19 4.7	
					1.2		1.9		2.7		3.2		4.2		4.7		4.8	
					2,800 3.3		3,480 4.1		4,840 5.7		6,370 7.5		6,620 7.8		6,280 7.4			
					SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I (SD)		SMURFS II (SD)		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)			
					2,040 2.4		2,800 3.3		4,160 4.9		5,260 6.2		5,690 6.7		5,600 6.6			
					23 1.9		22 2.8		25 3.1		27 3.5		27 4.7		25 5.1		25 4.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8		3.1		3.5		4.7		5.1		5.7	
					1.9		2.8											

TV HOUSEHOLDS USING TV WK. 1	7.4	8.0	9.2	10.8	12.4	14.3	15.7	18.1	20.5	21.9	23.3	23.9	24.3	25.2	24.9	25.1
(See Def. 1) WK. 2	6.0	6.8	7.8	9.0	11.2	13.8	15.1	17.2	19.8	21.7	22.5	24.6	25.2	25.4	26.6	27.0

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT. AUG. 10, 1985

## NIELSEN NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 3, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,740 4.4		3,990 4.7		3,140 3.7		3,910 4.6								11,890 14.0
	ABC TV		SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS THE WINGED COLT, PART 1		AMERICAN BANDSTAND								ABC WIDE WORLD- SPORTS SAT (2:30-5:30PM)
	AVERAGE AUDIENCE (Households (000) & %)	{	3,060 3.6		3,230 3.8		2,800 3.3		2,120 2.5		2.4*		2.5*				4,580 5.4
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	14 3.6		15 3.7		13 3.1		9 2.5		9* 2.3		9* 2.5				18 5.2
K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,520 6.5		4,750 5.6		4,330 5.1		5,600 6.6				3,650 4.3				
	CBS TV		CBS STORYBREAK		LAND OF THE LOST (SD)		BUGS BUNNY/ROAD RUNNER 3 (SD)		SATURDAY SUPERCAR				POLE POSITION				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,670 5.5		3,820 4.5		3,400 4.0		3,480 4.1		3.8*		3,060 3.6				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	21 5.7		18 5.3		15 3.9		15 4.1		14* 4.0		13 3.5				13 3.6
K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,920 5.8		4,580 5.4		4,410 5.2		2,890 3.4		4,670 5.5	12,650 14.9					
	NBC TV		KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		INCREDIBLE HULK				NBC MAJOR LEAGUE BASEBALL CHICAGO WHITE SOX VS N.Y. YANKEES MILWAUKEE VS DETROIT (1:18-4:17PM)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,500 5.3		3,990 4.7		3,740 4.4		2,550 3.0		4,160 4.9	5,180 6.1					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	22 5.4		19 5.1		17 4.4		13 3.0		18 4.9	22 5.4		5.9* 6.0	6.7* 6.8	6.6* 6.5	23* 6.6

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,840 5.7		5,090 6.0		4,250 5.0		5,350 6.3								4,250 5.0
	ABC TV		SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS THE WINGED COLT, PART 2		AMERICAN BANDSTAND								ABC WIDE WORLD- SPORTS SP. (2:30-3:30PM)
	AVERAGE AUDIENCE (Households (000) & %)	{	3,910 4.6		4,160 4.9		3,480 4.1		3,060 3.6		3.5*		3,7* 13*				2,120 2.5
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	17 4.6		18 4.7		15 4.1		13 3.7		12* 3.4		13* 4.0				8 2.5
K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,430 6.4		5,180 6.1		4,410 5.2		6,370 7.5				4,410 5.2				
	CBS TV		CBS STORYBREAK		LAND OF THE LOST (SD)		BUGS BUNNY/ROAD RUNNER 3 (SD)		SATURDAY SUPERCAR				POLE POSITION				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,670 5.5		4,250 5.0		3,820 4.5		3,910 4.6		4.1*		5.0* 17*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	20 5.3		19 5.7		16 4.3		16 4.1		14* 4.1		15 5.2				15 4.2
K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,920 5.8		3,990 4.7		3,310 3.9		3,310 3.9		4,580 5.4	14,180 16.7					
	NBC TV		KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		(2) (-OP)				NBC MAJOR LEAGUE BASEBALL CHICAGO CUBS VS N.Y. METS CALIFORNIA VS MINNESOTA MULTI-SEGMENT TELECAST(OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,250 5.0		3,060 3.6		2,890 3.4		2,630 3.1		3,910 4.6	6,790 8.0					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	19 5.2		13 4.8		12 3.3		12 3.0		16 4.6	26 5.0		6.4* 6.5	8.2* 7.8	9.4* 8.5	31* 9.4
TV HOUSEHOLDS USING TV		WK. 1	25.4	25.4	25.8	26.0	26.0	27.0	26.0	26.2	26.4	27.2	28.0	27.7	27.6	27.7	28.2
(See Def. 1)		WK. 2	26.8	27.1	26.9	27.2	27.9	29.1	29.2	28.5	28.2	28.6	28.4	29.1	29.4	29.8	30.5

U.S. TV Households: 84,900,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:18PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:17PM)

For explanation of symbols, See page A.

DAY SAT. AUG. 10, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 3, 1985

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE (Households (000) & %)																	7,130 8.4	
ABC TV		ABC WIDE WORLD-SPORTS SAT (2:30-5:39PM)															ABC WRD NEWS TONIGHT-SAT	
AVERAGE AUDIENCE (Households (000) & %)																	5,860 6.9	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		4.9	4.9*	5.2	5.3*	5.5	5.5	5.8	5.7	5.5	5.5	6.0*	6.0*	18	18	7.0	6.8	
TOTAL AUDIENCE (Households (000) & %)																	6,450 7.6	
CBS TV		WESTERN OPEN GOLF-SAT															CBS SAT. NEWS- SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)																	5,350 6.3	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		2.9	3.0*	3.1	3.0*	2.7	2.8	3.0	3.6	4.1	3.8	4.0*	4.0*	16	16	6.3	6.4	
TOTAL AUDIENCE (Households (000) & %)																	5,690 6.7	
NBC TV		NBC MAJOR LEAGUE BASEBALL CHICAGO WHITE SOX VS N.Y. YANKEES MILWAUKEE VS DETROIT (1:18-4:17PM)(-OP)															NBC NIGHTLY NEWS- SAT.	
AVERAGE AUDIENCE (Households (000) & %)																	4,580 5.4	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		6.3	6.2*	6.1	5.9*	5.9	3.5	3.6	3.6	4.3	4.1	4.2*	4.2*	14	14	5.1	5.7	

TOTAL AUDIENCE (Households (000) & %)																	11,290 13.3	
ABC TV		ABC WIDE WORLD- SPORTS SP. (2:30-3:30PM)															PGA CHAMPIONSHIP-SAT (3:30-7:17PM)	
AVERAGE AUDIENCE (Households (000) & %)																	4,080 4.8	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		2.5	2.6*	3.5	3.4*	3.8	4.2	4.5	4.8	5.1	5.6	5.8	5.7*	17 *	15 *	5.5	4.9	4.9*
TOTAL AUDIENCE (Households (000) & %)																	6,450 7.6	
CBS TV		CBS SPORTS SPECIAL-SA.															CBS SAT. NEWS- SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)																	7,130 8.4	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		4.4	4.3	4.1	4.2	4.2	4.1	4.2	4.7	4.4	4.1	4.2	4.4*	13 *	21	8.2	8.6	
TOTAL AUDIENCE (Households (000) & %)																	6,280 7.4	
NBC TV		NBC MAJOR LEAGUE BASEBALL CHICAGO CUBS VS N.Y. METS CALIFORNIA VS MINNESOTA MULTI-SEGMENT TELECAST															NBC NIGHTLY NEWS- SAT.	
AVERAGE AUDIENCE (Households (000) & %)																	5,520 6.5	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		9.3	9.3*	8.4	8.3*	8.0	7.5*	7.2	7.5*	7.2	7.5*	7.2	7.5*	26 *	24 *	6.4	6.6	

TV HOUSEHOLDS USING TV WK. 1		28.4	29.1	29.4	30.0	30.4	30.2	31.2	31.6	32.3	33.5	34.0	34.5	36.2	37.2	38.6	40.0
(See Def. 1) WK. 2		30.5	31.1	31.2	31.7	31.4	31.4	31.8	32.5	33.3	34.5	35.0	36.1	38.3	39.8	41.1	41.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT AUG. 10, 1985



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 4, 1985

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

W	TOTAL AUDIENCE (Households (000) & %)	{														
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{														
E	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{														
K	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{														
1	TOTAL AUDIENCE (Households (000) & %)	{														
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{														

W	TOTAL AUDIENCE (Households (000) & %)	{														
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{														
E	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{														
K	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{														
2	TOTAL AUDIENCE (Households (000) & %)	{														
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{														

TV HOUSEHOLDS USING TV	WK. 1	5.7	6.2	7.4	8.7	11.0	12.6	13.7	15.1	16.8	19.6	21.6	22.7	22.4	23.8	24.1	23.5
(See Def. 1)	WK. 2	4.9	6.1	7.3	8.6	11.0	13.2	15.6	18.0	20.0	21.5	22.2	22.6	23.0	24.3	23.9	24.2

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. AUG. 11, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 4, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	4,410 5.2	← THIS WEEK-DAVID BRINKLEY →								
	ABC TV												
	AVERAGE AUDIENCE (Households (000) & %)		{	2,550	3.0*		3.0*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	11 2.9	11 *		11 *						
					3.1	3.1	3.0						
TOTAL AUDIENCE (Households (000) & %)		{											
CBS TV													
AVERAGE AUDIENCE (Households (000) & %)		{											
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%											
TOTAL AUDIENCE (Households (000) & %)		{	2,720 3.2		MEET THE PRESS		← RELIGIOUS SERIES (SUS) →						
NBC TV													
AVERAGE AUDIENCE (Households (000) & %)		{	2,040										
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	2.4 9 2.4		2.5								

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		4,580 5.4		← THIS WEEK-DAVID BRINKLEY →		1,700 2.0		SPORTSBEAT	
	ABC TV		{		3,060				1,440			
	AVERAGE AUDIENCE (Households (000) & %)		{		3.6		3.5*		3.7*		1.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		12		13 *		12 *		6	
			{		3.3		3.7		3.8		3.7	
			{								1.8	
			{								1.6	
	TOTAL AUDIENCE (Households (000) & %)		{									
	CBS TV		{									
	AVERAGE AUDIENCE (Households (000) & %)		{									
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{										
TOTAL AUDIENCE (Households (000) & %)		{				2,890 3.4		MEET THE PRESS				
NBC TV		{										
AVERAGE AUDIENCE (Households (000) & %)		{				2,290 2.7						
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{				10						
		{				2.7		2.7				

TV HOUSEHOLDS USING TV WK. 1	24.1	25.7	26.7	27.4	27.0	27.3	27.8	28.1	27.8	29.2	30.8	30.8	31.2	32.4	33.7	33.4
(See Def. 1) WK. 2	25.3	27.1	27.8	27.5	27.2	27.7	28.1	28.3	28.3	29.9	31.2	31.1	31.5	32.4	32.7	33.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. AUG. 11. 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 4, 1985

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)															8,320 9.8	
	ABC TV																ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)															6,790 8.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %															18 7.9	8.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,480 14.7											
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					5,520 6.5	4.9*		5.4*		6.1*		7.0*		7.8*		8.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 4.9	14 *	5.2	15 *	5.7	16 *	6.7	18 *	7.4	19 *	8.6	20 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)							7,470 8.8								7,130 8.4	
	NBC TV																NBC NIGHTLY NEWS-SUN
	AVERAGE AUDIENCE (Households (000) & %)							3,140 3.7	3.6*		3.4*		4.1*			5,860 6.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							10 3.4	10 *	3.4	9 *	3.9	10 *	4.4		15 6.5	7.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			12,650 14.9													
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)			5,770 6.8	4.5*		5.9*		6.5*		7.3*		7.6*		8.2*		7.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			19 4.1	14 *	5.7	18 *	6.1	19 *	7.1	21 *	7.3	20 *	8.2	21 *	8.6	18 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,910 10.5								8,320 9.8			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					3,740 4.4	3.5*		4.1*		4.7*		5.2*	6,710 7.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					13 3.3	11 *	4.1	12 *	4.6	13 *	5.1	14 *	19 7.8	8.0		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							6,030 7.1								6,790 8.0	
	NBC TV																NBC NIGHTLY NEWS-SUN
	AVERAGE AUDIENCE (Households (000) & %)							2,630 3.1	3.0*		3.0*		3.3*			5,600 6.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							9 3.2	9 *	3.1	8 *	3.2	9 *			15 6.2	7.1
TV HOUSEHOLDS USING TV WK. 1		34.2	34.8	35.7	36.3	36.8	37.0	36.8	37.6	38.6	39.8	40.4	42.4	44.0	44.6	45.3	46.7
(See Def. 1) WK. 2		33.0	33.5	33.7	33.8	33.5	33.4	34.3	35.0	36.1	37.6	38.6	40.3	42.0	42.4	43.9	44.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. AUG. 11, 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ABC MONDAY NIGHT BASEBALL	1	8.00-10.54PM	→GRID 11.00	18,080	21.3	7,810	9.2	16	<<								
ABC ABC NEWSBRIEF-MON	1	8.07- 8.08PM	8.00	6,620	7.8	6,620	7.8	16	7.8								
ABC ABC BUSINESS BRIEF-MON	2	8.58- 8.59PM	8.45								7,980	9.4	7,980	9.4	16	9.4	
ABC ABC NEWSBRIEF-MON	2	10.02-10.03PM	10.00								11,630	13.7	11,630	13.7	23	13.7	
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE	1	9.58- 9.59PM	9.45	9,420	11.1	9,420	11.1	19	11.1								
	2	9.52- 9.53PM	9.45								13,500	15.9	13,500	15.9	27	15.9	
NBC NBC NEWS DIGEST-2-M-F	1	9.58- 9.59PM	9.45	9,590	11.3	9,590	11.3	19	11.3								
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	6,880	8.1	6,880	8.1	15	8.1		5,520	6.5	5,520	6.5	12	6.5	
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	6,960	8.2	6,960	8.2	14	8.2		6,620	7.8	6,620	7.8	14	7.8	
CBS AMERICAN PORTRAIT SUS(SUS)		8.58- 8.59PM	8.45														
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	8,150	9.6	8,150	9.6	17	9.6		8,490	10.0	8,490	10.0	17	10.0	

## EVENING FRIDAY

ABC ABC BUSINESS BRIEF-FRI	2	8.15- 8.16PM	8.15								9,510	11.2	9,510	11.2	25	11.2	
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	8,830	10.4	8,830	10.4	20	10.4		7,390	8.7	7,390	8.7	16	8.7	
CBS AMERICAN PORTRAIT-SUS(SUS)		8.58- 8.59PM	8.45														
NBC NBC MAJOR LGE BSBL GM FRI(S)	1	8.08-12.22AM	→GRID 11.00 11.15 11.30 11.45 12.00 12.15	19,360	22.8	6,450	7.6	16	8.3 8.1 8.8 8.7 8.7 8.1								
NBC NBC MAJOR LGE PRE GM FRI(S)	1	8.00- 8.08PM	8.00	7,810	9.2	4,750	5.6	14	5.6								
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	7,390	8.7	7,390	8.7	19	8.7								
ABC ABC NEWSBRIEF-SAT		9.58- 9.59PM	9.45	8,740	10.3	8,740	10.3	20	10.3		8,740	10.3	8,740	10.3	20	10.3	
CBS SPORTSBREAK-SAT	1	8.58- 8.59PM	8.45	4,920	5.8	4,920	5.8	12	5.8								
	2	8.56- 8.57PM	8.45								8,240	9.7	8,240	9.7	20	9.7	
CBS NEWSBREAK-SAT	1	9.50- 9.51PM	9.45	5,520	6.5	5,520	6.5	13	6.5								
	2	10.02-10.03PM	10.00								7,730	9.1	7,730	9.1	18	9.1	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	4,750	5.6	4,750	5.6	12	5.6		6,030	7.1	6,030	7.1	15	7.1	
NBC NBC NEWS DIGEST-2-SAT	2	9.58- 9.59PM	9.45								6,620	7.8	6,620	7.8	15	7.8	
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN CONT'D	1	8.47- 8.48PM	8.45	9,930	11.7	9,930	11.7	21	11.7								

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING SUNDAY-CONT'D																			
ABC ABC SPORTS UPDATE-SUN-CONT'D	2	8.58- 8.59PM	8.45									7,130	8.4	7,130	8.4	15	8.4		
ABC ABC NEWSBRIEF-SUN.	1	9.40- 9.41PM	9.30	12,310	14.5	12,310	14.5	25	14.5			7,980	9.4	7,980	9.4	16	9.4		
	2	9.55- 9.56PM	9.45									13,580	16.0	13,580	16.0	29	16.0		
CBS SPORTSBREAK-SUN		8.58- 8.59PM	8.45	10,700	12.6	10,700	12.6	22	12.6			10,530	12.4	10,530	12.4	22	12.4		
CBS NEWSBREAK-SUN.		9.58- 9.59PM	9.45	11,040	13.0	11,040	13.0	22	13.0			6,280	7.4	6,280	7.4	13	7.4		
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	7,560	8.9	7,560	8.9	16	8.9										
NBC NBC NEWS DIGEST-2-SUN.	1	9.52- 9.53PM	9.45	7,640	9.0	7,640	9.0	15	9.0										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00	7,220	8.5	5,690	6.7	18	7.5 6.0 5.1	W-F W-F W-F		6,710	7.9	5,180	6.1 6.3* 4.7*	17 17* 16*	6.9 5.6 4.5	M-TH M-TH TU-TH	
ABC ABC NEWS:NIGHTLINE-MON	1	11.30-12.01AM	11.30 11.45 12.00	5,350	6.3	4,250	5.0	14	5.7 4.4 3.9	MON. MON. MON.									
ABC PGA CHAMPIONSHIP-FRI(S)	2	11.30-12.00MD	11.30 11.45									4,330	5.1	3,310	3.9	10	4.4 3.3	FRI. FRI.	
ABC VIEWPOINT(S)	1	11.30- 1.19AM	11.30 11.45	6,880	8.1	3,310	3.9 5.7*	14 15*	6.3 5.1	TUE. TUE.									

			12.00																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
CBS LATE MOVIE I-CONT'D		VARIOUS TIMES	(SUS)																
CBS LATE MOVIE II		>	12.30	3,570	4.2	2,720	3.2	16	3.5	M-F		3,740	4.4	2,720	3.2	17	3.6	M-F	
			12.45				3.4*	15*	3.3	M-F					3.5*	16*	3.4	M-F	
			1.00						3.1	M-F							3.0	M-F	
			1.15					3.1*	2.9	M-F					2.9*	16*	2.7	M-F	
			1.30						3.0	M & W							2.8	M & W	
		VARIOUS TIMES	(SUS)																
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,100	1.3	930	1.1	11	1.2	M-THSU		1,100	1.3	1,020	1.2	12	1.3	M-THSU	
			2.15						1.1	M-THSU							1.1	M-THSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	2.30	1,100	1.3	930	1.1	14		M-THSU		1,190	1.4	1,020	1.2	14		M-THSU	
			2.45						1.2	M-THSU							1.2	M-THSU	
			2.55						1.0	M-THSU							1.1	M-THSU	
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	1,610	1.9	760	.9	18	1.1	M-THSU		1,950	2.3	930	1.1	20	1.3	M-THSU	
			3.15				1.1*	17*	1.0	M-THSU					1.2*	17*	1.2	M-THSU	
			3.30						1.0	M-THSU							1.2	M-THSU	
			3.45				1.0*	18*	1.0	M-THSU					1.2*	20*	1.2	M-THSU	
			4.00						1.0	M-THSU							1.2	M-THSU	
			4.15				.9*	18*	.9	M-THSU					1.1*	20*	1.1	M-THSU	
			4.30						.9	M-THSU							1.2	M-THSU	
			4.45				.9*	21*	.9	M-THSU					1.1*	22*	1.1	M-THSU	



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
NBC FRIDAY NIGHT VIDEOS-CONT'D			2.30						1.7	FRI.									
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,530	1.8	1,440	1.7	23	1.7	M-F	1,700	2.0	1,610	1.9	24	1.9	M-F		
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,700	2.0	1,610	1.9	19	1.9	M-F	1,780	2.1	1,780	2.1	19	2.1	M-F		
ABC ABC DAYTIME NEWSBRIEF-M-F		>	2.45	6,540	7.7	6,450	7.6	26	7.7	M-F	7,220	8.5	7,220	8.5	29	8.5	M-F		
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,360	1.6	1,020	1.2	16	1.2 1.3	M-F M-F	1,440	1.7	1,190	1.4	17	1.3 1.5	M-F M-F		
CBS PRICE IS RIGHT 1-MON(B)	2	11.00-11.25AM	11.00 11.15								5,350	6.3	4,500	5.3	21	5.1 5.6	MON. MON.		
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,280	7.4	6,110	7.2	27	7.2	M-F	5,940	7.0	5,770	6.8	27	6.8	M-F		
CBS CBS NEWS SPEC RPT.(SUS)	2	1.00- 1.25PM	1.00														MON.		
CBS YOUNG AND RESTLESS-MON(B)	2	1.00- 1.25PM	1.00 1.15								3,740	4.4	3,480	4.1	14	4.2 4.0	MON. MON.		
CBS DAYTIME EMMY AWARDS(S)	1	3.00- 5.03PM	3.00 3.15 3.30 3.45 4.00	15,280	18.0	8,660	10.2	32 30*	8.6 9.4 9.6 9.8 10.9	THU. THU. THU. THU. THU.									

			4.15 4.30 4.45 5.00						11.0* 34*	11.1 11.5 10.8 9.5	THU. THU. THU. THU.								
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,670	5.5	4,500	5.3	17	5.3	MTWTF		5,180	6.1	4,920	5.8	18	5.8	M-F	
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	2,290	2.7	1,610	1.9	20	1.6 2.2	M-F M-F		2,210	2.6	1,610	1.9	19	1.6 2.1	M-F M-F	
NBC DAYS OF OUR LIVES(B)	2	1.00- 1.28PM	1.00 1.15									2,800	3.3	2,460	2.9	10	2.9 3.0	MON. MON.	
NBC REAGAN NEWS CONF.-NBC(SUS)	2	1.00- 1.28PM	1.00															MON.	
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,570	4.2	3,570	4.2	15	4.2	MWF		3,990	4.7	3,990	4.7	16	4.7	MWF	
NBC SANTA BARBARA(B)	1	3.00- 3.18PM	3.00 3.15	2,890	3.4	2,720	3.2	11	3.3 3.1	MON. MON.									
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	1,780	2.1	1,610	1.9	15	1.9			1,610	1.9	1,360	1.6	14	1.6		
ABC SCHOOLHOUSE ROCK-9:55AM		9.55- 9.59AM	9.45	3,400	4.0	2,890	3.4	14	3.4			3,230	3.8	2,720	3.2	13	3.2		
ABC SCHOOLHOUSE ROCK-10:25AM		10.25-10.29AM	10.15	3,060	3.6	2,630	3.1	12	3.1			3,310	3.9	2,970	3.5	14	3.5		
ABC SCHOOLHOUSE ROCK-11:25AM		11.25-11.29AM	11.15	3,400	4.0	2,970	3.5	14	3.5			4,160	4.9	3,820	4.5	17	4.5		
CBS IN THE NEWS- 8:26AM		8.26- 8.29AM	8.15	1 30	1.8	1,360	1.6	13	1.6			1,870	2.2	1,780	2.1	18	2.1		
CBS IN THE NEWS- 8:56AM		8.56- 8.59AM	8.45	2,720	3.2	2,550	3.0	18	3.0			2,720	3.2	2,720	3.2	20	3.2		
CBS IN THE NEWS- 9:56AM		9.56- 9.59AM	9.45	3,820	4.5	3,480	4.1	17	4.1			3,910	4.6	3,650	4.3	18	4.3		
CBS IN THE NEWS-11:56AM		11.56-11.59AM	11.45	3,480	4.1	3,140	3.7	14	3.7			4,840	5.7	4,330	5.1	19	5.1		
CBS IN THE NEWS-12:26PM		12.26-12.29PM	12.15	3,740	4.4	3,310	3.9	15	3.9			4,410	5.2	3,990	4.7	16	4.7		

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY-CONT'D																			
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	2,550	3.0	2,550	3.0	24	3.0			2,800	3.3	2,630	3.1	26	3.1		
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,060	3.6	2,890	3.4	21	3.4			3,400	4.0	3,230	3.8	24	3.8		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	5,690	6.7	5,520	6.5	26	6.5			5,520	6.5	5,350	6.3	25	6.3		
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	5,520	6.5	5,260	6.2	25	6.2			5,690	6.7	5,520	6.5	24	6.5		
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	3,310	3.9	3,230	3.8	14	3.8			2,970	3.5	2,800	3.3	12	3.3		
NBC NBC MAJOR LEAGUE PRE GAME	1	1.00- 1.18PM	+GRID	4,670	5.5	4,160	4.9	18				4,580	5.4	3,910	4.6	16			
	2	1.00- 1.17PM	+GRID																
			1.15						5.1								4.6		
NBC NBC MAJOR LEAGUE BASEBALL	1	1.18- 4.17PM	+GRID	12,650	14.9	5,180	6.1	22											
			4.15					5.7*	19*	4.5									
DAY SUNDAY																			
CBS CBS EVENING NEWS-SUNDA(B)	1	6.50- 7.00PM	6.45	3,230	3.8	3,480	4.1	9	4.1										